

CCA Update to SSGA

Dan Darling, CCA President

June 2017



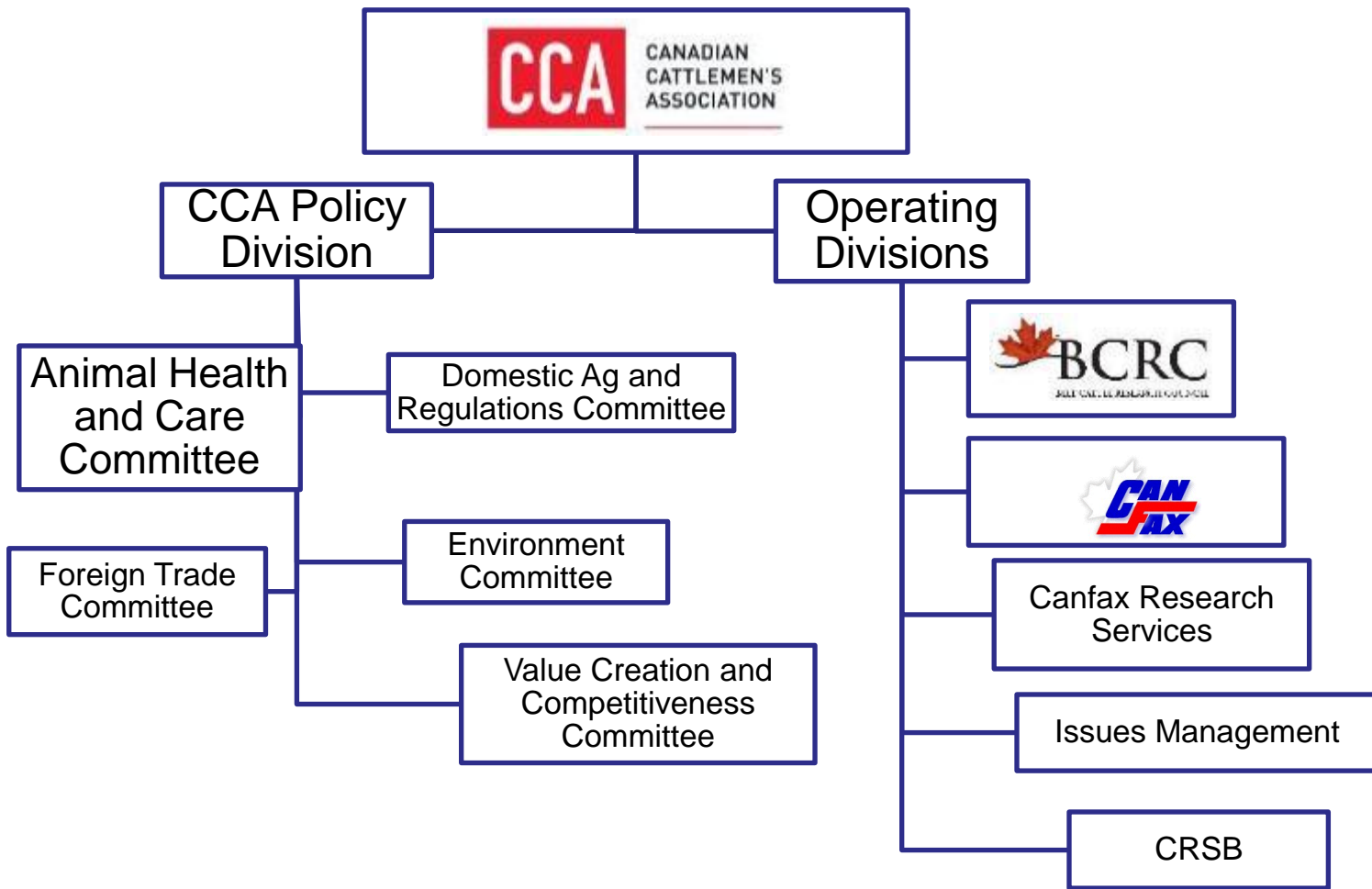
CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers



ABOUT CCA





CCA Priorities

1. Industry Profitability

- Competitiveness
 - Production competitiveness
 - Regulatory competitiveness
- Market access
- Value creation
- Innovation

2. Advocacy - Positive Public Attitudes

- Positively positioning the importance of cattle producers and the beef cattle industry
- Public Confidence

3. Crisis Management Preparedness



CCA's Core Services

1. **Advocacy: (Government focused)**
 - Trade, policy development, government relations, regulations
2. **Knowledge Transfer (Producer focused)**
 - Improving production practices, innovations, business practices
 - BCRC, Beef Advocacy, VBP+, other program and partner support
 - Sustainability, animal welfare
3. **Crisis Management**
4. **Issues Management and Social License
(consumer focused, production related)**



TRADE AND FOREIGN POLICY



Canada - United States

- NAFTA renegotiation officially underway – CCA submitting comments and working with GOC
- MCOOL requires constant vigilance to and opposition by our allies
- CCA stepping up activities in the U.S. in year one of the Trump Presidency



THE UNITED STATES AND CANADA

A STRONG PARTNERSHIP IN AGRICULTURE

Let's keep a good thing growing!

DID YOU KNOW?

The U.S. and Canada trade **\$1,276,636** worth of goods and services **per minute** and enjoy the **largest** bilateral trading relationship **in the world**.

In 2015, the **total value of two-way trade** in goods and services was **\$671 billion**.



The U.S. exports more to **Canada** than to



COMBINED!

Nearly **9 million jobs** in the **U.S.** rely on trade and investment with Canada.

OUR 2015 AGRICULTURE TRADING RELATIONSHIP

- Bilateral trade in agriculture and agri-food = \$47 billion.
- Canada is the top agricultural export market for 29 U.S. states.
- The average Canadian consumes more than \$620 of American agriculture and agri-food products per year. Meanwhile, on average, each American spends approximately \$69 annually on Canadian agriculture and agri-food products.

U.S.-Canada Agriculture and Agri-Food Trade = \$47B



Top 5 U.S. Exports to Canada

1. Fruits and Nuts	\$3.5B
2. Vegetables	\$2.7B
3. Prepared Vegetables, Fruit and Nuts	\$1.9B
4. Beef and Pork	\$1.6B
5. Beverages	\$1.0B



Top 5 U.S. Imports from Canada

1. Beef and Pork	\$2.4B
2. Animal Feed	\$1.7B
3. Baked Goods, Pasta, Mixes, Doughs	\$1.6B
4. Vegetables	\$1.5B
5. Cereal Grains	\$1.4B

For every **\$1 billion** in U.S. agricultural exports, **7,580** American jobs are **supported** and **\$1.2B** in economic activity is **generated**.

WE MAKE GREAT PRODUCTS TOGETHER AND HAVE A STRONG PARTNERSHIP IN TRADE.

For more information: www.agr.gc.ca/agpartners
Follow the conversation on Twitter using #agpartners

© = Billion • Data from U.S. Census Bureau
Additional sources: www.usda.gov, www.usa.gov, Centre of Policy Studies at Victoria University
All figures in U.S. dollars and based on 2015 data (as of May 2016), including re-exports
E-mail: MIS-SIAM@agr.gc.ca

Canada EU Comprehensive Economic & Trade Agreement (CETA)

- New 50,000 tonne duty free quota
 - 35,000 tonnes fresh + 15,000 tonnes frozen
 - Hilton quota (11,500 tonnes) to drop to 0% duty from 20%
- Signed October 2016
 - Now working on implementation strategy
- Key resolution of longstanding technical barriers
 - Particularly with CDN packing plants → carcass washes
 - Commitment to negotiate equivalence of meat inspection



Trans-Pacific Partnership (TPP)

- Under the TPP Canadian beef exports to Japan could double or triple to nearly \$300 million
 - Japanese beef tariffs to be reduced from 38.5% to 9%
- President Trump has withdrawn and current agreement requires U.S. ratification to bring into effect
 - Remaining countries in discussion as to how to move forward while leaving door open for U.S.
- Bilateral trade agreement with Japan also in discussion



Bilateral Negotiations

- Japan
- China
- United Kingdom



DOMESTIC POLICY



Current Domestic Policy Efforts

- Workforce Challenges
 - Annual farm cash receipt losses to Canadian beef producers due to job vacancies are \$ 141 M
 - 6% of labour demand unfilled in primary beef, labour gap could quadruple by 2025
 - CCA participates in a multi-sector Labour Task Force
- Next Agricultural Policy Framework (GF2 successor)
- Traceability



NBS & ISSUES MANAGEMENT



Consumers Have Questions

1. Animal Welfare – Livestock Transportation
2. Antibiotic Use and Antimicrobial Resistance
3. Environmental Impacts of Beef Production
 - Canadian Roundtable For Sustainable Beef (CRSB)
4. Growth Hormones and Promotants
5. General Unease with Technology

Human Health- Red meat and cancer links, irradiation



Changing the Conversation

- Changing approach → Proactive vs. Reactive
 - Building/strengthening relationships with key influencers and partners for a coordinated approach
 - Key message and information repository
- Strategies include:
 - VBP+ program
 - Beef Advocacy Canada
 - Issues Management strategy
 - Canadian Roundtable for Sustainable Beef
 - Promoting youth leadership → CYL and YCC



Two Goals and Two Strategic Initiatives

1. Develop stronger relationships and connectivity among industry partners
2. Maintain and increase public confidence and trust, resulting in increases in beef demand

Issues Management

Program: build resources, partnerships, training, team, roles and responsibilities, coordination, and collaborations

Public Engagement

Program: rolling out what was built in the IM program to consumers. (i.e. media access)





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- Focused on upholding consumer confidence in Canadian beef
 - Modules in on farm food safety, animal care, biosecurity, and environmental stewardship
 - Why?
 - Consumers have questions and want to know how their food is produced
 - The public is also asking questions, which can drive regulation and policy
 - Program fundamentals delivered via **training** and **voluntary auditing**
 - **Standard Operating Procedures** for management practices: “Must-do” requirements and “Recommended” procedures to reduce hazards
 - **Effective records** documenting management practices
 - **Verification** through a third party audit process

NATIONAL STRATEGY

Strategy Pillars & Goals

beefstrategy.com



Connectivity

Connectivity Enhance synergies within industry and connect positively with consumers, the public, government, and partner industries



Productivity

Productivity Increase production efficiency by **15%** by 2020



Competitiveness

Competitiveness Reduce cost disadvantages compared to main competitors by **7%** by 2020



Beef Demand

Beef Demand Increase carcass cutout value by **15%** by 2020



BOVINE TUBERCULOSIS



Bovine Tuberculosis

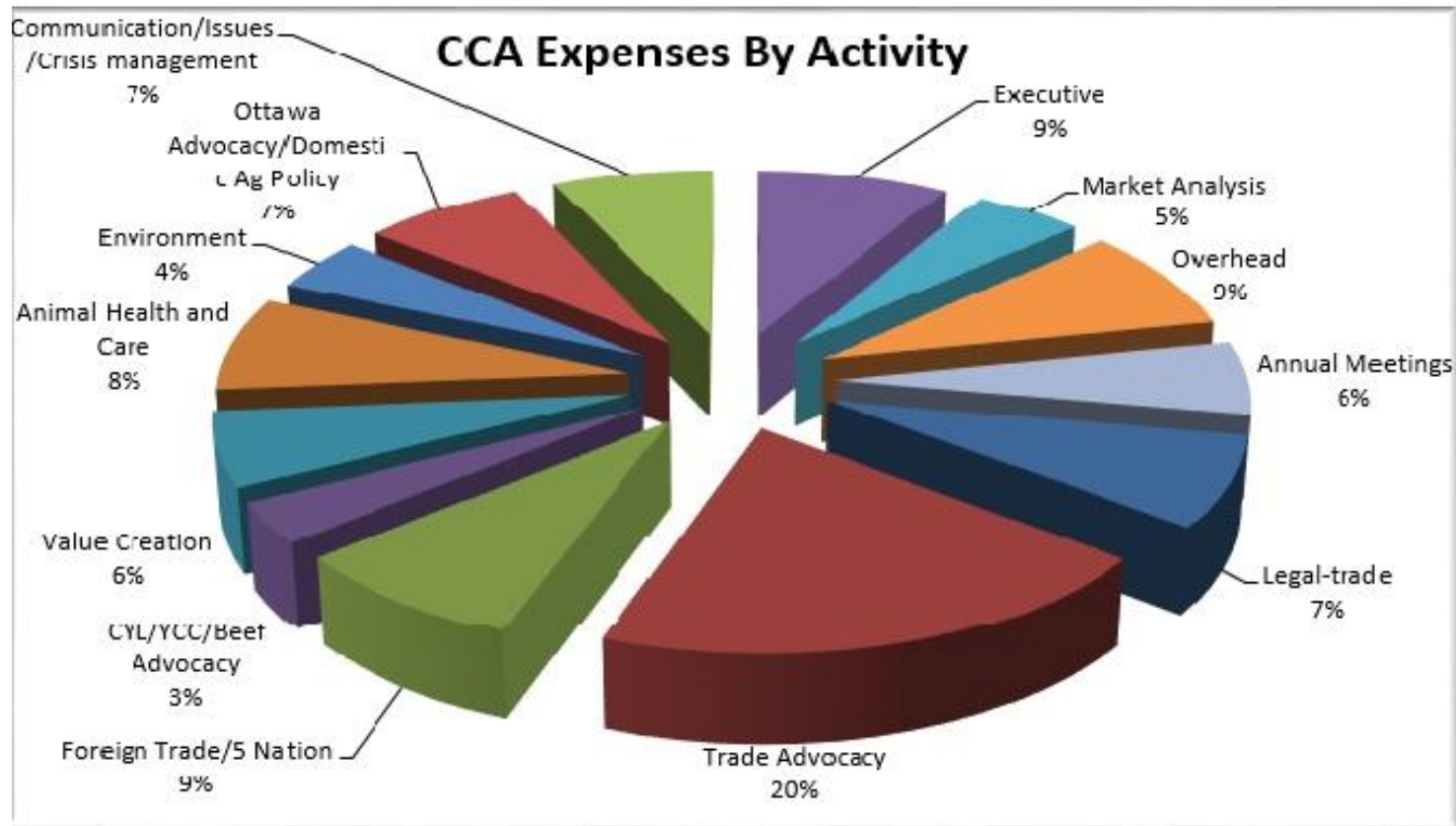
- CCA supporting ongoing efforts of provincial organizations
 - Staff participating in weekly updates
 - Working with ABP on producer outreach and agri-recovery
 - Sharing communications and information through various channels
 - Animal health committee will review events and make recommendations for the future



FUNDING



CCA Funding Allocation 2016



Questions?



National Voice Of Cattle Producers

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